

MINI PRESENTATION

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BACKGROUND OF THE INVENTIONField of the Invention:

The present invention is directed to methods, systems, and computer program products for enhancing audience exposure to a presentation and more particularly, methods, systems, and computer program products for providing a miniature version of a presentation.

Discussion of the Background:

A common approach for conveying information such as marketing information, technical information, or other business information is through a live presentation to an audience. Such a presentation commonly takes the form of briefing slides containing bullets highlighting the key points of the message being presented. Printed versions of the presentation are commonly made available to the audience for future reference. If the presentation is made at a conference or at a trade show, it is not uncommon for the attendees to have accumulated hundreds or thousands of pages of presentation materials.

Many presentations are made for marketing reasons, and the presentation materials left with the audience are relied on to generate business leads. Since the practice of giving the audience printed copies of briefing materials has become so common, it is difficult to prevent the audience members from simply throwing away the materials that are being relied on to generate business contacts.

The present inventors have recognized that a limitation with conventional approaches to conveying a message to an audience is that the conventional approach of leaving a printed version of the briefing materials with the audience does not sufficiently entice the target audience to refer

1 back to the materials at a later date. The present inventors
2 also recognized that other conventional approaches for
3 conveying a message to a target audience such as creating
4 printed advertisements suffer from not being able to include
5 the level of detail that can be included in a briefing slide
6 format.

7 Commercially available presentation software such as
8 Microsoft's POWERPOINT have the ability to print presentation
9 materials in various formats such as, for example, three
10 briefing slides per page. Other commercially available
11 products such as CD-ROM CARDS by CDcard Corporation provide
12 business card sized CD-ROMs on which marketing materials may
13 be placed. The present inventors have recognized, however,
14 that a limitation with these and other products is that they
15 either facilitate re-looks by the audience, or contain
16 information in briefing format, but not both.

17 The challenge, then, as presently recognized, is to
18 develop an approach to increase the life span of printed
19 briefing materials, by providing them in such a way so as to
20 facilitate re-looks by the targeted audience and to convey
21 the intended message, without having the appearance of an
22 advertisement.

23 SUMMARY OF THE INVENTION

24 The present inventors have recognized that by
25 repackaging presentation briefing materials into a different
26 handout format, those handouts will be less likely to be
27 thrown away by the targeted audience and will be
28 distinguished from other presentation handouts. Accordingly,
29 one object of the present invention is to present
30 presentation briefing materials as a miniature presentation
31 that can be given to the targeted audience.

32 The present inventors have also recognized that in order
33 to facilitate the conveyance of a message to a targeted
34 audience, it is necessary to increase the number of times a
35 particular presentation is looked at by that audience.
36

1 Accordingly, a further object of the present invention is to
2 provide an approach for presenting presentation materials as
3 a miniature presentation in a way that will increase the life
4 span of the briefing with the target audience. In one
5 embodiment, the presentation briefing materials are
6 reproduced in miniature on the reverse side of a business
7 card. In another embodiment, the presentation briefing
8 materials are packaged as a miniature deck including a frame
9 by frame animation that can be played back by flipping
10 through the deck.

11 The present inventors have also recognized that it is
12 important to maintain the briefing format of the materials,
13 as compared to presenting the materials as an advertisement.
14 Accordingly, a further object of the present invention is to
15 provide a miniature version of a presentation briefing to the
16 targeted audience while maintaining the level of detail
17 contained in the presentation briefing.

18 To address the above-described and other objects, the
19 present inventors have invented a novel method, computer
20 based system, and computer program product by which a
21 presentation briefing is created as a miniature presentation
22 that facilitates re-looks by the targeted audience and
23 maintains the level of detail contained in the briefing
24 materials used at a live presentation.

25 In one embodiment of the present invention, presentation
26 briefing materials are created, a miniature printed version
27 of the presentation materials is created, the presentation
28 materials are presented to a target audience, and the target
29 audience is provided with the miniature printed version of
30 the presentation materials. The miniature printed version of
31 the presentation materials may be created in a variety of
32 formats. The objective in formatting the miniature printed
33 version is to facilitate the conveyance of the message
34 intended for the target audience, and to increase the
35 likelihood that the printed presentation materials will be

1 retained by the target audience, thereby facilitating re-
2 looks by the targeted audience.

3 4 BRIEF DESCRIPTION OF THE DRAWINGS

5 A more complete appreciation of the present invention,
6 and many of the attendant advantages thereof, will be readily
7 obtained as the same becomes better understood by reference
8 to the following detailed description when considered in
9 connection with the accompanying drawings, wherein:

10 Figure 1 is a schematic diagram of an electronics
11 portion of the workstations used in the system;

12 Figure 2 is a block diagram showing an overall system
13 configuration for one embodiment of the present invention;

14 Figure 3 is a block diagram showing control mechanisms
15 used with the processor shown in Figure 2;

16 Figures 4A-4B are schematic diagrams depicting a
17 presentation made to an audience using a projector and a
18 screen;

19 Figures 5A-5D are views of exemplary single page
20 miniature presentations;

21 Figures 6A-6B are views of exemplary single page
22 bilingual miniature presentations;

23 Figures 7A-7D are views of an exemplary multi-page
24 miniature presentation;

25 Figures 8A-8B are views of an exemplary multi-page
26 bilingual miniature presentation;

27 Figures 9A-9D are views of exemplary miniature
28 presentations using a transparent sheet for emphasis; and

29 Figures 10A-10B are views of exemplary sleeves for
30 protecting a miniature presentation.

31 32 DESCRIPTION OF THE PREFERRED EMBODIMENTS

33 Referring now to the drawings, wherein like reference
34 numerals designate identical or corresponding parts
35 throughout the several views, Figure 1 is a schematic
36 illustration of a computer system for producing miniature

1 presentations. A computer 100 implements the method of the
2 present invention, wherein the computer housing 102 houses a
3 motherboard 104 which contains a CPU 106, memory 108 (e.g.,
4 DRAM, ROM, EPROM, EEPROM, SRAM, SDRAM, and Flash RAM), and
5 other optional special purpose logic devices (e.g., ASICs) or
6 configurable logic devices (e.g., GAL and reprogrammable
7 FPGA). The computer 100 also includes plural input devices,
8 (e.g., a keyboard 122 and mouse 124), and a display card 110
9 for controlling monitor 120. In addition, the computer system
10 100 further includes a floppy disk drive 114; other removable
11 media devices (e.g., compact disc 119, tape, and removable
12 magneto-optical media (not shown)); and a hard disk 112, or
13 other fixed, high density media drives, connected using an
14 appropriate device bus (e.g., a SCSI bus, an Enhanced IDE
15 bus, or a Ultra DMA bus). Also connected to the same device
16 bus or another device bus, the computer 100 may additionally
17 include a compact disc reader 118, a compact disc
18 reader/writer unit (not shown) or a compact disc jukebox (not
19 shown). Although compact disc 119 is shown in a CD caddy,
20 the compact disc 119 can be inserted directly into CD-ROM
21 drives which do not require caddies. In addition, a printer
22 22 in Figure 2 prints the miniature presentations in the
23 desired format.

24 As stated above, the system includes at least one
25 computer readable medium. Examples of computer readable
26 media are compact discs 119, hard disks 112, floppy disks,
27 tape, magneto-optical disks, PROMs (EPROM, EEPROM, Flash
28 EPROM), DRAM, SRAM, SDRAM, etc. Stored on any one or on a
29 combination of computer readable media, the present invention
30 includes software for controlling both the hardware of the
31 computer 100 and for enabling the computer 100 to interact
32 with a human user. Such software may include, but is not
33 limited to, device drivers, operating systems and user
34 applications, such as development tools. Such computer
35 readable media further includes the computer program product
36 of the present invention for producing miniature

1 presentations. The computer code devices of the present
2 invention can be any interpreted or executable code
3 mechanism, including but not limited to scripts,
4 interpreters, dynamic link libraries, Java classes, and
5 complete executable programs.

6 As shown in Figure 2, the system of the present
7 invention includes a processor 20, a content repository 21, a
8 printer 22, and a network L1. In one embodiment, the content
9 repository contains all presentation briefing materials, as
10 well as other marketing information that may be included in a
11 miniature presentation. The information contained in the
12 content repository 21 is maintained by processes on the
13 processor 20. The processor 20 interacts with the content
14 repository 21 through various software applications.
15 Commercially available software applications (e.g.,
16 POWERPOINT by Microsoft Corporation) may be used to create
17 presentation briefing materials that are stored in the
18 content repository 21. Other software products are used by
19 the processor 20 to manipulate and reformat information
20 contained in the content repository 21 to produce miniature
21 presentations. The processor 20 may use not only
22 presentation briefing materials maintained in the content
23 repository 21, but also other marketing materials maintained
24 in the content repository 21 to produce the miniature
25 presentation.

26 The content repository 21 may reside on a storage device
27 of the processor 20, or reside on another device accessible
28 by the processor 20 by way of a local area network L1 or
29 other communications link such as a virtual private network,
30 wireless link, or Internet-enabled link. The system also
31 includes a printer 22, or other output devices for use in
32 creating miniature printed versions of presentation briefing
33 materials. The processor 20 is connected to the printer 22
34 by way of a local area network L1 or other communications
35 link such as a virtual private network, wireless link, or
36 Internet-enabled link.

1 Figure 3 shows the mechanisms implemented by the
2 processor 20 in greater detail. The user of the system
3 interacts with the processor 20 through the user interface
4 30. The user interface 30 presents information to, and
5 receives information from, the user of the system and
6 provides that information to the content management mechanism
7 31 and the reformatting mechanism 32, both of which may
8 manipulate information from the content repository 21 to
9 create products that will be output to the printer 22, or
10 other output device, via the input/output mechanism 33. The
11 content management mechanism 31 provides a mechanism through
12 which presentation briefing materials and other marketing
13 information may be maintained in the content repository 21.
14 The reformatting mechanism 32 provides a mechanism through
15 which the processor 20 may reformat presentation briefing
16 materials, other marketing materials, or other information
17 maintained in the content repository 21 into a miniature
18 printable version of a presentation briefing that may be
19 printed on the printer 22, or other output device. The
20 input/output mechanism 33 provides a mechanism through which
21 the user interface 30, the content management mechanism 31,
22 and the reformatting mechanism 32 can interact with external
23 components. For example, the input/output mechanism 33
24 allows the processor 20 to connect to the network L1 through
25 a remote connection. Also, the input/output mechanism 33
26 provides a mechanism through which the processor 20 can
27 communicate with the printer 22.

28 Figures 4A and 4B illustrate a conventional live
29 presentation using presentation briefing materials. As shown
30 in Figure 4A, a projector 40 is used to project presentation
31 briefing materials on a surface visible to the audience, for
32 example, a screen 41. As would be appreciated from the
33 numbering scheme used, "n" slides are presented to the live
34 audience, as indicated by "SLIDE 1" 42 shown in Figure 4A,
35 and "SLIDE n" 43 shown in Figure 4B. Each of the individual
36 slides 42, 43 contain information pertinent to the message

1 being conveyed by the presenter to the live audience. A
2 miniature printed version of the presentation briefing
3 materials (i.e., the information contained in "SLIDES 1-n"
4 42, 43) is provided to the audience for them to keep.

5 Figures 5A-5D illustrate exemplary approaches to
6 creating a miniature presentation that achieve the objects of
7 the present invention. As discussed above, it is an object
8 of the present invention to provide the presentation
9 information to the live audience in such a way that will
10 discourage the audience from discarding the miniature printed
11 version of the presentation materials after the live
12 presentation.

13 In one embodiment of the present invention, the
14 presentation briefing materials are reproduced on the reverse
15 side of a standard business card 50. The standard business
16 card 50 contains a company name 51, the name and title of a
17 contact within the company 52, and the address and telephone
18 number of the contact at the company 53. As shown in Figure
19 5B, in one embodiment of the present invention, the
20 presentation briefing materials are reproduced in miniature
21 on the reverse side of the business card 50. Figure 5B
22 illustrates an example where each of the individual slides 54
23 of the presentation briefing given to the live audience are
24 reproduced in miniature on the reverse side of the business
25 card 50. Alternatively, as shown in Figure 5C, a subset of
26 the individual slides 54 used in the live presentation may be
27 reproduced in miniature on the reverse side of the business
28 card 50.

29 Figure 5D shows yet another example of achieving the
30 objects of the present invention. As shown in Figure 5D, a
31 subset of the individual slides 54 used in the live
32 presentation are reproduced in miniature on the reverse side
33 of the business card 50, however, other marketing materials
34 are presented that will facilitate the conveyance of the
35 message contained in the presentation. As shown in Figure
36 5D, an image 55 is included on the reverse side of the

1 business card 50 that is intended to refresh the memory of
2 the audience member as to the message contained in the live
3 presentation.

4 Figures 6A and 6B illustrate another exemplary approach
5 to creating a miniature printed version of a presentation.
6 As shown in Figures 6A and 6B, a bilingual version of the
7 miniature presentation may be created. As shown in Figures
8 6A and 6B, a miniature two-sided handout 60 may be created to
9 give to the live presentation audience. The two-sided
10 handout 60 may be the size of a standard business card 50, or
11 any other size that would increase the likelihood that the
12 audience members would retain the handout. The example shown
13 in Figures 6A and 6B illustrate a two-sided bilingual
14 miniature presentation. By presenting the materials in two
15 languages, for example English on one side as shown in Figure
16 6A, and Japanese on the reverse side, as shown in Figure 6B,
17 the message from the live presentation can be conveyed to
18 audience members of two different languages, thereby
19 increasing the exposure of the message to the audience
20 members. As discussed above, the two-sided bilingual
21 miniature presentation may include an image 55 intended to
22 refresh the memory of the audience members as to the message
23 of the live presentation.

24 By presenting the miniature presentation on the back of
25 a business card 50, as discussed above, or on a two-sided
26 bilingual handout 60, also discussed above, the likelihood
27 that the handout will be retained by the audience members is
28 enhanced. By increasing the likelihood that the handout will
29 be retained, the objectives of the live presentation may be
30 furthered by increasing the likelihood that the message,
31 through the miniature presentation handout 50, 60 will get
32 more re-looks than the conventional approach of conveying a
33 message (i.e., handing out printed copies of the presentation
34 briefing materials).

35 Figures 7A-7D illustrate another approach to creating a
36 miniature printed version of presentation briefing materials.

1 In this example, a multiple page handout is created and
2 presented to the audience of the live presentation. As shown
3 in Figure 7A, each slide 71 from the live presentation may be
4 reproduced in miniature onto individual miniature printed
5 pages 70. In another embodiment of the present invention,
6 only a subset of the individual slides 71 from the live
7 presentation may be reproduced onto the individual pages 70
8 of the miniature printed presentation. As shown in Figure
9 7C, the individual slides 74 from the live presentation, may
10 be reproduced onto individual pages 73 that are of the same
11 size as a standard business card 72. This deck of miniature
12 presentation materials may be packaged along with a standard
13 business card 72 into a single multi-page product 74 that can
14 be given to each of the members of the audience of the live
15 presentation.

16 In one embodiment, the deck of miniature presentation
17 materials, whether the size of a standard business card or
18 otherwise sized, is bound along one edge like a book. In a
19 preferable embodiment, the binding will allow the miniature
20 presentation to remain flat on a surface such as a desk when
21 opened. As an example, a miniature presentation taking the
22 form of a deck the size of a standard business card, as shown
23 in Figure 7C, is bound along the left hand side with a
24 standard binding glue as is commonly used for binding books.
25 By binding the miniature presentation as a deck of
26 presentation materials, or book, the order of the
27 presentation materials will be maintained, and the intended
28 format of the miniature presentation will be preserved.

29 As discussed above, the intent behind packaging the live
30 presentation materials into a miniature version is to
31 facilitate the conveyance of the message being given at the
32 live presentation. It is desirable from a marketing
33 perspective, for example, to achieve as many re-looks at the
34 presentation materials as possible in an effort to enhance
35 the audience's familiarity with the message. One approach
36 that can facilitate re-looks, is to package the presentation

1 materials as a fun giveaway that is less likely to be thrown
2 away by the audience members. As shown in Figure 7D, the
3 miniature printed version of the presentation materials may
4 be bound as a deck 74 on a size of paper that would help
5 distinguish the product from conventional presentation
6 handouts. As shown in Figures 7B-7D, the multiple page
7 miniature presentation materials may be bound as a deck of
8 pages having the same size as a standard business card 72.
9 To further enhance the likelihood that the handout will not
10 be thrown away by the audience members, the individual pages
11 73 of the handout may each have a miniature representation of
12 the slide 74 from the live presentation, as well as
13 individual frames 75-77 of a multiple frame animation. The
14 animation may be played by flipping through the deck and
15 thereby giving the individual frames 75-77 animation. By
16 packaging the animation with the marketing product, the
17 likelihood that the product will be retained has been
18 enhanced. It is foreseeable that the audience members would
19 even give the presentation handout to their children or co-
20 workers which would improve the likelihood that the message
21 from the live presentation would gain further exposure.

22 As discussed above, in the context of Figures 6A and 6B,
23 another way of increasing the exposure of the message from
24 the live presentation, is to produce a miniature printed
25 version of the presentation materials in bilingual format.
26 As shown in Figures 8A and 8B, a multiple page miniature
27 printed version of the presentation materials may also be
28 created in a bilingual format. As shown in Figure 8A two
29 individual pages 70 of a multiple page miniature presentation
30 may each include a miniature rendition of an individual slide
31 71 from the presentation in a first language, for example,
32 English. As shown in Figure 8B, on the reverse side of each
33 page 70 of the multiple page miniature presentation, the
34 individual slides 71 from the live presentation may be
35 reproduced in a foreign language, for example, Japanese.

1 When designing a miniature presentation, it is not
2 necessary that all of the details of slide appear on the
3 miniature printed version of the presentation. For example,
4 a title of a slide may be "Changes to Implement 18 Month
5 Publication," but a corresponding slide in the miniature
6 printed version of the presentation materials may simply
7 appear as "18 Mo. Publication," as specified by the miniature
8 presentation designer. Similarly, the miniature presentation
9 designer may decide to only put headings on the miniature
10 version, not the sub-headings that were included on the
11 slides presented at the live presentation.

12 Figures 9A-9D illustrate the use of transparent slides
13 included in the miniature printed version of the presentation
14 briefing materials to provide emphasis within the miniature
15 presentation. In this example, a lightning bolt 93 is
16 provided on a transparent slide 92 of the miniature
17 presentation that is overlaid on top of a cloud 91 appearing
18 on an adjacent page 90 of the miniature presentation to
19 provide emphasis. Figure 9A shows an example slide from a
20 miniature presentation 90 including an image of a cloud 91 as
21 part of the message being presented on that particular slide.
22 In this example, the next page of the miniature presentation
23 consists of a transparent slide 92 that contains images and
24 text, that when placed on top of the previous slide 90, will
25 provide emphasis to the message conveyed by that slide 90.
26 The transparent slide 92 in this example, includes a
27 lightning bolt 93 and corresponding text 94. As shown in the
28 third panel of Figure 9A, when the transparent slide 92 is
29 laid on top of the presentation slide 90, emphasis can be
30 given to the message contained in the original slide 90.

31 Figure 9B illustrates the use of a transparency to
32 provide emphasis in a bilingual miniature presentation. As
33 shown in Figure 9B, the bilingual information may be bound as
34 mirror images, so that a transparent page between the mirror
35 images, may be used to provide emphasis to both versions of
36 that slide. For example, an English version slide 95 might

1 contain a graphic image of a cloud 96 as well as English text
2 corresponding to that Figure 97. A Japanese version of that
3 same slide 100 is produced as a mirror image of the English
4 version of the slide 95. For example, the graphic image of
5 the cloud 101 is presented on the right hand of the slide,
6 rather than the left hand side, as in the English version of
7 the slide 95. Also, the Japanese version of the text message
8 102 is presented on the left hand side of the slide, rather
9 than the right hand side of the slide, as in the English
10 version of the slide 95. By producing the message as mirror
11 images in the English version of the slide 95 and the
12 Japanese version of the slide 100, a single transparency 98
13 containing a point of emphasis, such as a lightning bolt 99,
14 may be used to overlay both versions of the slide. By
15 ordering the pages of the miniature presentation so that the
16 English version of the slide 95 appears first, followed by
17 the transparency 98, and followed thereafter by the Japanese
18 mirror-image version of the slide 100, the transparency 98
19 can be applied to either version of the slide.

20 Figures 9C and 9D illustrate the use of a single
21 transparency 98 to provide emphasis to both versions of the
22 bilingual presentation slides 95, 100. Figure 9C shows the
23 transparency 98 overlaying the Japanese version of the
24 presentation slide 100, whereas Figure 9D shows the same
25 transparency 98 overlaying the English version of the
26 presentation slide 95.

27 Figures 10A and 10B show exemplary sleeves that can be
28 used to protect a miniature presentation. As shown in Figure
29 10A, a sleeve 110 that has the form of an envelope may be
30 used for protecting a miniature presentation. In one
31 embodiment, the sleeve 110 includes a thumb hole 111 that
32 will allow for the miniature presentation to be easily
33 removed from the sleeve 110. Also, in this embodiment, an
34 air hole 112 is provided to facilitate a flow of air when
35 removing the miniature presentation from the sleeve 110
36 preventing a vacuum effect.

1 Figure 10B shows another embodiment of a sleeve for
2 protecting a miniature presentation. In this embodiment, the
3 sleeve 110 is open on both ends, and includes two thumb holes
4 111 so that the miniature presentation may be removed from
5 the sleeve 110 from either side. Providing a sleeve 110 for
6 the miniature presentation will improved the longevity of the
7 miniature presentation, which will, as discussed above,
8 facilitate re-looks over a prolonged period of time.
9 Furthermore, in one embodiment, the use of a protective
10 sleeve 110 will enable the use of very thin paper for the
11 miniature presentation itself by providing a thicker
12 protective cover. In another embodiment, the protective
13 sleeve is made of very thin paper, or transparent plastic so
14 that the miniature presentation may be viewed through the
15 sleeve.

16 The processes set forth in the present description may
17 be implemented using a conventional general purpose
18 microprocessor program according to the teachings of the
19 present specification, as will be appreciated to those
20 skilled in the relevant arts. Appropriate software coding
21 can be readily prepared by skilled programmers based on the
22 teachings of the present disclosure, as will also be apparent
23 to those skilled in the relevant arts.

24 The present invention thus also includes a computer-
25 based product which may be hosted on a storage medium and
26 include instructions that can be used to program a computer
27 to perform a process in accordance with the present
28 invention. The storage medium can include, but is not
29 limited to, any type of disk including floppy disk, optical
30 disks, CD ROMs, magneto-optical disks, ROMs, RAMs, EPROMs,
31 EEPROMs, flash-memory, magnetic or optical cards or any type
32 of media suitable for storing electronic instructions.

33 Obviously, numerous modifications and variations of the
34 present invention are possible in light of the teachings. It
35 is therefore to be understood that within the scope of the

1 appended claims, the invention may be practiced otherwise
2 than as specifically described herein.